

Professional Summary

I am a digital designer fueled by collaboration, driven by research, devoted to data, and passionate about typography, design form & function. I excel at working with brands, designing logos, and creating integrated digital marketing strategies, with over twenty clients from across the West.

Education & Skills

Bachelor of Arts in Digital Design, Seattle University (Seattle, WA)

Magna Cum Laude (3.8GPA)

Creative Co-Director for the 2017 Design Cohort Exhibition

Adept in: Microsoft Word, Excel, Powerpoint, and Keynote. Adobe Creative Cloud, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects. User experience design process, branding and logo design, Google Analytics, digital photography, video editing, font production, HTML5, CSS3, SASS, Javascript, Grunt.

Professional Experience

Principal Visual Designer, Joey Grable LLC (Seattle, WA, and Orange County, CA) 2014 – current

- Successfully managed and coordinated graphic and website design projects; translated ambiguous criteria into concrete production designs for newsletters, promotional materials, and sales collateral.
- Worked closely with clients to create brand visions, define marketing goals, conceive designs, consistently measure results, while delivering projects within budget and within deadline constraints.
- Demonstrated an average increase of 23% engagement across all social media platforms; dramatically improved clients' production efficiency while sales leads' generated from website designs and marketing campaigns improved clients' asset revenue ratios.

Product Designer and Marketing Associate, Surface Art Inc. (Kent, WA) 2019-2020

- Designed corporate campaigns and created product assets to increase B2B engagement by 12%; attained a corporate contract valued over \$1M with conceptual merchandising product design.
- Overhauled website navigation and designed product pages to optimize the user experience; maintained a product database containing 700+ product lines with over 5,500 SKUs.
- Automated the product photography production process; improved production design efficiency by 30%.
- Expanded user engagement through user-centered product designs and strategic marketing campaigns; resulted increase +41% Instagram, +75% Pinterest, +6% Facebook, +10.5% Twitter, and +25% LinkedIn.

Graphic Design and Strategic Marketing Committee Chair,

Seattle University Dance Marathon (Seattle, WA) 2015-2017

- Conceptualized design themes and produced strategic marketing campaigns to collectively fundraise over \$250,000 for uncompensated care at Seattle Children's Hospital; awarded Best Overall Campaign.
- Aided the corporate partnership growth with Alaska Airlines, PEMCO Insurance, Seattle University Alumni Association through corporate collateral designs, and canvassing presentation design for volunteers.
- Increased traffic for all social media platforms, 20% growth on Facebook and Twitter, and over 30% growth on Instagram; This led to improving monthly website traffic by 15%.

Associations & Volunteerism

TypeThursday, Seattle Chapter (2018 – 2020), Los Angeles Chapter (current)

ATypI: Association Typographique Internationale, a global network (2018 – current)

The Society for Calligraphy, Southern California (current), Seattle, WA (2017 – current)

For a portfolio of work, please go to <https://joeygrable.com>